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CONTACT:

Max Muncey
Lambert, Edwards & Associates
Office: 248-519-1510

E-mail: mmuncey@lambert-edwards.com

**NORTH AMERICAN INTERNATIONAL AUTO SHOW ANNOUNCES
2011 POSTER CONTEST WINNERS**

TROY, Mich., Dec. 10, 2010 – The North American International Auto Show (NAIAS) today announced the winners of its annual high school poster contest in conjunction with the upcoming 2011 show taking place at Cobo Center in Detroit, Jan. 10-23. The grand prize, the Chairmen's Award of \$1,000, will be presented to Reid Dickson, a 12th grade student at Stoney Creek High School in Rochester Hills, Mich. The 2011 NAIAS chairman, Barron Meade, and Bill Perkins, vice chairman, selected the winning entry, which will be printed in the official NAIAS program.

Established to engage the creative minds of Michigan's future artists, the 23rd annual contest recognizes students from local art communities. The 2011 contest received 740 poster entries from 79 high schools.

"We had hundreds of outstanding entries which made choosing a winner extremely challenging," said Meade. "We are always reminded how far-reaching the passion for the automotive industry truly is as a result of this competition."

State Farm Insurance, presenting sponsor of Automotive Education Day at the 2011 NAIAS, also selected a poster that will be developed into t-shirts and given away at NAIAS Education Day. The winning poster was designed by Melody Anderson, a 12th grade student at Grand Blanc High School in Grand Blanc, Mich. State Farm Insurance will present Anderson with a \$1,000 scholarship at NAIAS Education Day on Jan. 19, 2011.

Winners were also selected in the following categories and awarded cash prizes:

Honorees who each received a \$500 prize:

- Designer's Best of Show - Digital
Kaela Wojtowicz, William D. Ford Career Technical Center, Westland
- Designer's Best of Show - Traditional
Brad Hawkins, Grand Blanc High School, Grand Blanc
- 10th Grade Award, 1st Place
Anna Dodd, Howell High School, Howell
- 11th Grade Award, 1st Place
Amber Santo, William D. Ford Career Technical Center, Westland
- 12th Grade Award, 1st Place
Teri Coan, Livonia Career Technical Center, Livonia

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Honorees who each received a \$250 prize:

- Most Creative Award
Morgan Garleff, Grand Blanc High School, Grand Blanc
- Best Use of Color Award
Bridget Werner, William D. Ford Career Technical Center, Westland
- Best Theme Award
Ashley Cortez, Royal Oak High School, Royal Oak
- 10th Grade Award, 2nd Place
Brad Hawkins, Grand Blanc High School, Grand Blanc
- 11th Grade Award, 2nd Place
Nichole Tyra, William D. Ford Career Technical Center, Westland
- 12th Grade Award, 2nd Place
David Harrington, William D. Ford Career Technical Center, Westland

Honorees who each received a \$100 prize:

- 10th Grade Award, 3rd Place
Ian Leone, Lakeview High School, St. Clair Shores
- 11th Grade Award, 3rd Place
Stephanie Miller, Careerline Tech Center, Holland
- 12th Grade Award, 3rd Place
Alyssa Shirkey, William D. Ford Career Technical Center, Westland

The College for Creative (CCS) Award, which is in its 2nd year at NAIAS, offers the winner a free continuing education class at CCS and two tickets to the CCS student show. The winner was Amber Santo (also the first place winner in the 11th grade category), from the William D. Ford Career Technical Center in Westland.

The poster entries were judged by an independent panel of recognized members from the local art community. All winning entries will be posted on the official NAIAS Web site, naias.com, and will be on display during the public show days of the 2011 North American International Auto Show. The 23rd Annual High School Poster Contest was open to Michigan students in grades 10 through 12.

For more information, please contact Sandy Herp, Project Manager for the North American International Auto Show at: (248) 283-5183 or sheerp@dada.org.

About the North American International Auto Show

Entering its 23rd year as an international event, the NAIAS (www.naias.com) is among the most prestigious auto shows in the world, providing unparalleled access to the automotive products, people and ideas that matter most - up close and in one place. One of the largest media events in North America, the NAIAS is the only auto show in the United States to earn an annual distinguished sanction of the Organisation Internationale des Constructeurs d'Automobiles, the Paris-based alliance of automotive trade associations and manufacturers from around the world.



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Press Preview - Monday-Tuesday, January 10-11, 2011

Industry Preview - Wednesday-Thursday, January 12-13, 2011

Charity Preview - Friday, January 14, 2011

Public Show - Saturday-Sunday, January 15-23, 2011